

FUEL UPTM FOR SUMMER FUN

Eat Smart. Play Hard.TM

Increasing Participation in Your SFSP!

Susan White – Missouri Department of Health and Senior Services

Bridget Sheehan – Midwest Dairy Council

Ellen Wheeler – St. Louis District Dairy Council

The webinar will begin at 9 am.

If you cannot hear the webinar through your computer speakers, please dial (888) 999-0073 – Access Code: 481-898-886 – Audio PIN: Shown after joining the meeting – Meeting ID: 481-898-886.



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Increasing Participation in Your SFSP

- Addressing the need
- Outreach to Families
- Outreach to Media
- Outreach to Community Organizations
- Promotional Templates
- Fuel Up to Play 60 Website
- Fuel Up for Summer Fun Mini-Grants



Summer Food in Missouri



Total Meals Served	2,926,664
Number of Sponsors	240
Number of Sites	878



Keys to Success



- Outreach
- Outreach
- Outreach
- And more outreach!



Making a Plan



- Who needs to know about your site?
- Who can help your site by donating or volunteering?
- How can I reach each group with my message?



Outreach to Families and Children

- Talk to your local schools as early as possible
- Send home flyers and letters to parents, include a sample menu/activity list
- Do door to door promotion
- Incentives to come everyday
- Word of mouth is the most powerful tool!



Outreach to Media



- News/press release
- Newspapers are looking for positive stories
- When working with the media, be prepared
- Community calendars



Outreach to Community Organizations

- Create partnerships
- Asks:
 - Monetary donations
 - In-kind donations of prizes or supplies for activities
 - Transportation of children
 - Information sharing/promotion
 - Volunteers to lead activities



Sample Organizations

- | | |
|------------------------|-------------------------|
| • PTO/PTA | • Town Library |
| • Faith-Based Groups | • Extension |
| • Public Health Office | • Colleges/Universities |
| • Mayor's Office | • Food Pantries |
| • Civic Organizations | • City Parks and Rec |

Sample Activities During SFSP

- | | |
|---|---|
| • Reading <ul style="list-style-type: none"> – Library on Wheels – Local businesses | • Incentive Contests |
| • Crafts <ul style="list-style-type: none"> – 4-H clubs – Quilting clubs | • Gardening <ul style="list-style-type: none"> – Master Gardeners – Assisted Living Comm. |
| • Health Fairs | • Guest Speakers <ul style="list-style-type: none"> – DNR – Dietitian from hospital – Farmer |



Promotional Tool-Kit

<http://health.mo.gov/living/wellness/nutrition/foodprograms/sfsp/>

- Materials developed for both breakfast and lunch programs, include:

- Logo
- Flyer
- Lawn Sign
- Banner
- Press release



Fuel Up to Play 60

- Ellen Wheeler, St. Louis District Dairy Council
- Bridget Sheehan, Midwest Dairy Council



The Issue: Childhood Obesity



Some experts warn that this is the **first generation** that won't outlive their parents.



Overweight Kids Often Become **Obese, Unhealthy** Adults



It's Serious, But Solvable.



Today's Youth are Overweight, Undernourished.

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The Solution: Begins With Schools



America's schools reach over **55 million** kids a day, **200 days** a year



30 million school lunches served every day



Research shows that good nutrition and physical activity **positively** affects academic achievement



50% of daily energy intake consumed at school

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Snapshot of Success to Date



- Partnership support achieved
- Financial support through a 501c3
- Public endorsements
- Active involvement by all **32 NFL Clubs**



The In-School Program Has Achieved:

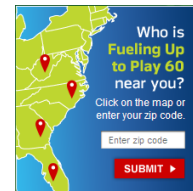
- **70,000+** schools (2/3 of all) reaching 36 million kids
- **300,000** students actively engaged online
- **71,000** school stakeholders involved

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Fuel Up to Play 60 Website



- Let's check it out!
- www.FuelUpToPlay60.com

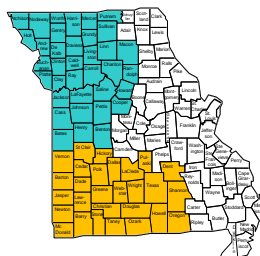


Fuel Up for Summer Fun Mini-grants

- Sponsor must be a school district
- Empower kids to be advocates for healthy eating and physical activity
- Applications located on the Missouri Department of Health and Senior Services Summer Food Service Program website
(<http://health.mo.gov/living/wellness/nutrition/foodprograms/sfsp/index.php>)
- Deadline: May 6th
- Announced: May 19th



Fuel Up for Summer Fun Mini-grants



- Midwest Dairy Council
 - Six (6) \$1,500 mini-grants are available
- Mail to Bridget Sheehan at Midwest Dairy Council



Fuel Up for Summer Fun Mini-grants



- St. Louis District Dairy Council
 - One (1) \$1,500 mini-grant is available
- Mail to Ellen Wheeler at St. Louis District Dairy Council



Questions?

- Susan White
 - susan.white@dhss.mo.gov or 888-435-1464
- Bridget Sheehan
 - bsheehan@midwestdairy.com or 913-319-7231
- Ellen Wheeler
 - ewheeler@stldairycouncil.org or 314-835-9668

